

BRING OUR MISSION TO LIFE

Use Mission Moment Videos to Inspire Giving

Our mission comes alive through stories.

Mission Moment videos share the powerful, real-life impact of the YMCA of the Fox Cities on individuals and families in our community—stories made possible through support of the Mission in Action Campaign.

Mission Moment videos help:

- Create an emotional connection that words alone cannot
- Show real impact, not just explain it
- Start meaningful conversations with donors
- Reinforce why the Mission in Action Campaign matters

These stories help donors understand that their gift is not about equal giving—it is about shared belief in strengthening our community.

You can easily use Mission Moment videos as a fundraising tool by:

- Sharing a video before or during a donor conversation
- Including a video link in an email or text follow-up
- Using a video to open a small group or workplace presentation
- Letting the story speak, then inviting the donor to support the mission

You do not need to be an expert—simply share the story and why it resonates with you.

Where to Find the Videos:

All Mission Moment videos are available on the YMCA of the Fox Cities YouTube channel, making them easy to access, share, and use anytime during the campaign.

Tip: Bookmark the channel or save a few favorite videos so you are ready when an opportunity to share arises.

Scan the QR code to access Mission Moment videos on our YouTube channel and use these real stories to inspire generosity during your campaign conversations.

